<u>IN THE CLAIMS:</u>

1.   (currently amended) A method for utilizing accumulated <u>online</u> consumer sales

transaction data in a system comprising a plurality of consumer sales transaction servers and a

main database server, the method comprising the steps of:

retrieving the <u>online</u> consumer sales transaction data <u>by the main database server</u> from

5   the plurality of consumer transaction servers<u>, the online consumer sales transaction data</u>

<u>corresponding to online consumer sales serviced by the plurality of consumer sales transaction</u>

<u>servers</u>;

storing the <u>online</u> consumer sales transaction data in the main database server;

processing the <u>online</u> consumer sales transaction data <u>by the main database server</u> to

10   create processed consumer sales transaction data <u>relating to the online sales of a specific</u>

<u>consumer</u>; and

targeting the <u>specific</u> consumer with <u>offline</u> advertisements ~~in response to~~ <u>based upon</u> the

processed consumer sales transaction data.

2.   (currently amended) The method of claim 1 wherein the step of processing

15   includes the steps of:

standardizing the <u>online</u> consumer sales transaction data into a predetermined format,

thus generating standardized sales data;

storing the standardized sales data in the main database server memory; and

accumulating the standardized sales data for each consumer such that a group of the

20   standardized sales data relating to a specific consumer and gathered from at least one of the

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plurality of consumer transaction servers is assigned to that consumer in the form of a consumer data file.

3.   (original) The method of claim 2 and further including the step of segmenting the standardized consumer sales transaction data such that a group of consumers can be defined by
5   the group's characteristics.

4.   (original) The method of claim 2 wherein the step of standardizing includes grouping the consumer sales transaction data into a plurality of data fields that are separated by delimiters.

5.   (original) The method of claim 4 wherein the delimiters comprise semicolons.

10   6.   (original) The method of claim 4 wherein the data fields comprise a field for a consumer's age, a field for the consumer's mailing address, a field for the consumer's item of purchase, a field for the purchase date, and a field for the consumer's cost of purchase.

7.   (original) The method of claim 1 wherein the step of retrieving includes downloading the consumer sales transaction data from the plurality of consumer sales transaction
15   servers over a telephone line.

8.   (original) The method of claim 1 wherein the step of retrieving includes downloading the consumer sales transaction data from the plurality of consumer sales transaction servers over a satellite system.

9.   (original) The method of claim 1 wherein the step of targeting includes mailing brochures to the consumer in response to the processed sales transaction data.

10.   (original) The method of claim 1 wherein the step of targeting includes emailing advertisements to the consumer in response to the processed sales transaction data.

11.   (original) The method of claim 1 wherein the step of targeting includes mailing coupons to the consumer in response to the processed sales transaction data.

12.   (original) The method of claim 1 wherein the step of targeting includes telephoning the consumer in response to the processed sales transaction data.

13-20. (Cancelled)

21.   (currently amended) A method for utilizing accumulated <u>online</u> consumer sales transaction data in a system comprising a plurality of consumer sales transaction servers and a main database server, the <u>online</u> ~~accumulated~~ consumer sales transaction data comprising a date of <u>online</u> purchase for retail items, the method comprising the steps of:

5   retrieving the <u>online</u> consumer sales transaction data from the plurality of consumer transaction servers, <u>the online consumer sales transaction data corresponding to online consumer sales serviced by the plurality of consumer sales transaction servers</u>;

storing the consumer sales transaction data in the main database server;

processing the <u>online</u> consumer sales transaction data <u>by the main database server</u> to

10   create processed consumer sales transaction data <u>relating to the online sales of a specific consumer</u>;

comparing the date of <u>online</u> purchase of a predetermined retail item to a present date; and

if the difference between the date of <u>online</u> purchase and the present date is greater than a

15   predetermined time period, targeting the consumer with <u>an offline advertisement</u> ~~information~~ regarding the predetermined retail item.

22.   (original) The method of claim 21 wherein the predetermined time period is an average time required for the predetermined retail item to require replacement.

23.   (original) The method of claim 21 wherein the step of processing includes the steps of:

standardizing the <u>online</u> consumer sales transaction data into a predetermined format, thus generating standardized sales data;

storing the standardized sales data in the main database server memory; and

accumulating the standardized sales data for each consumer such that a group of the standardized sales data relating to a specific consumer and gathered from at least one of the plurality of consumer transaction servers is assigned to that consumer in the form of a consumer data file.

24.   (original) The method of claim 21 wherein the step of standardizing includes grouping the consumer sales transaction data into a plurality of data fields that are separated by delimiters.

25.   (original) The method of claim 24 wherein the delimiters comprise semicolons.

26.   (original) The method of claim 24 wherein the data fields comprise a field for a consumer's age, a field for the consumer's mailing address, a field for the consumer's item of purchase, a field for the purchase date, and a field for the consumer's cost of purchase.

27.   (original) The method of claim 21 wherein the step of retrieving includes downloading the consumer sales transaction data from the plurality of consumer sales transaction servers over a telephone line.

28.   (original) The method of claim 21 wherein the step of retrieving includes downloading the consumer sales transaction data from the plurality of consumer sales transaction servers over a satellite system.

29.   (original) The method of claim 21 wherein the step of targeting includes mailing discount coupons, regarding the retail item, to the consumer.

30.   (original) The method of claim 21 wherein the step of targeting includes emailing advertisements to the consumer regarding the retail item.

31.   (original) The method of claim 21 wherein the step of targeting includes mailing coupons, regarding the retail item, to the consumer.

32.   (original) The method of claim 21 wherein the step of targeting includes telephoning the consumer regarding the retail item.